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Cut Flowers

PRODUCTION AND SALES,
1963 AND 1964
INTENTIONS FOR 1965 IN
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

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C O N T E N T S

	<u>Page</u>
Summary	3
Carnations	7
Standard Chrysanthemums	8
Pompon Chrysanthemums	9
Gladioli	10
Roses	11

This report summarizes the findings of the recent eleven-State survey conducted in Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Indiana, Illinois, North Carolina, Florida, Colorado, and California. The data represent those establishments with sales of \$2,000 or more of all Horticultural Specialities crops. The data for 1964 are comparable with the 1959, 1961, 1962, and 1963 data for New York, Illinois, Florida, Colorado, and California. Five States: Massachusetts, New Jersey, Pennsylvania, Indiana, and North Carolina are included in the report for the first time. Ohio has been reinstated after being dropped at the end of the 1959 season, and Iowa has been dropped beginning with this report.

DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of cut flowers, nursery products, bulbs, seeds, and bedding, vegetable, flowering, and foliage plants in one year. Only commercial producers growing one or more of the four cut flowers--carnations, chrysanthemums, gladioli, and roses--are included in this report. All value figures are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Total sales in each State are converted to their equivalent wholesale value using the reported average wholesale prices. The published average price and percent change for production are derived from unrounded totals. Consequently, sales times average price does not necessarily equal the published wholesale value.

CUT FLOWERS

Production and Sales, 1963 and 1964 and Intentions for 1965 in Selected States

Sales of carnations, chrysanthemums, gladioli and roses grown in 1964 in 11 major producing States had an equivalent wholesale value of nearly \$100 million according to the Crop Reporting Board of the United States Department of Agriculture. This compares with \$86.9 million in 1959, the latest date for which comparable data are available for all 11 States.

The wholesale value of 1964 sales for each type of flower together with the 1959 Census comparisons as shown in parenthesis for those 11 States is as follows: Chrysanthemums \$31.7 million (\$26.5 million); carnations \$28.2 million (\$24.9 million); roses \$25.2 million (\$22.1 million); and gladioli \$14.5 million (\$13.4 million). Of the \$31.7 million value for chrysanthemums, \$15.9 million was for pompons and \$15.8 million for standards compared with \$14.5 million and \$12.0 million respectively in 1959. The five States in the survey for both 1963 and 1964 (New York, Illinois, Florida, Colorado, and California) had sales with a wholesale value of \$64.7 million, down approximately 1 percent from 1963. The value of roses in these five States was up 6 percent and carnations up 1 percent but pompon chrysanthemums were down 8 percent, gladioli down 4 percent, and standard chrysanthemums down 3 percent. Additional States included in the survey for 1964 but not in the survey for 1963 are: Massachusetts, New Jersey, Pennsylvania, Ohio, Indiana, and North Carolina.

California continues to be the leading producer of carnations, standard chrysanthemums and roses while Florida is the leading producer of pompon chrysanthemums and gladioli. Based on the wholesale value of the four cut flowers in this survey, California ranks first with \$25.6 million followed by Florida with \$17.2 million and Pennsylvania with \$11.0 million. Other States in the order of their importance are: Colorado, \$8.0 million; New York, \$7.6 million; Ohio, \$6.5 million; Illinois, \$6.3 million; Massachusetts, \$5.4 million; Indiana, \$5.1 million; New Jersey, \$3.9 million; and North Carolina, \$3.3 million. Of the five States for which there are comparable data for 1963 and 1964, Illinois and Florida showed a decline in the total wholesale value of cut flowers sold while California, Colorado, and New York showed an increase.

CARNATIONS

Growers intend to increase by 3 percent the number of plants in production in 1965. Of the 11 States in the survey, Massachusetts, New York, Illinois, and Indiana expect to reduce the number of plants but 5 of the other 7 States expect to have more plants in production. Pennsylvania plans no appreciable change. In both California and Colorado this continues an upward trend which has been evident since 1956, the first year for which survey data are available. In Illinois and New York, the only other States for which data are available over a comparable period of time, the trend in the number of plants in production has been downward and is expected to continue downward for 1965.

In 1964 growers in the 11 States sold 433.3 million blooms from 43.1 million plants. California was the leading producer and accounted for 188.8 million blooms or 44 percent of the 11-State total. Colorado ranked second with 99.1 million blooms, or 23 percent of the total. These two States accounted for two-thirds of the total blooms sold in the States covered by this survey. Pennsylvania with 35.4 million

blooms and Massachusetts with 34.9 million ranked third and fourth respectively with each accounting for about 8 percent of the total. The 1964 sales in all 11 States were valued at \$28.2 million, with an average price of 6.5 cents per bloom. In these States 95 percent of the sales were wholesale.

The four States (New York, Illinois, Colorado, and California) reporting carnations in both 1963 and 1964 showed a 1-percent increase in the value of sales over 1963 because growers in California and Colorado produced and sold more blooms. In each of those four States the average price received for carnations was less than in 1963.

STANDARD CHRYSANTHEMUMS

A 5-percent increase in the number of standard chrysanthemum plants in production is intended for 1965. Of the 11 States in this survey, Pennsylvania and Illinois indicate a decrease--the others show an increase. The greatest increase is in California where the number of plants is expected to go up 2.6 million. Percentage-wise the increase planned for North Carolina is greater although it will amount to an increase of only 390,000 plants. In 1964 growers in the 11 States sold 97.0 million blooms from 75.6 million plants. California ranked first with 46.4 million blooms, or 48 percent of the total, followed by Ohio with 12.1 million blooms (12 percent); Pennsylvania, 7.6 million blooms (8 percent); and Florida, 6.6 million blooms (7 percent). These four States accounted for three-fourths of the blooms sold in the 11 State survey. The 1964 sales in the 11 States were valued at \$15.8 million with an average price of 16.3 cents per bloom. In these States 89 percent of the sales were wholesale.

The value of sales for the five States included in the survey for both 1963 and 1964 showed a 3-percent decrease from 1963 although prices averaged higher. All of the decrease occurred in California where the number of blooms sold was down 12 percent. In New York, Florida, and Colorado both the number of blooms sold and the value of sales showed an increase. In Illinois there was a slight decline in the number of blooms sold, but this was more than offset by a higher price per bloom which raised the total value of sales above the preceding year.

POMPON CHRYSANTHEMUMS

Growers intend a 2-percent increase in the number of pompon plants in production in 1965, with decreases in New York, New Jersey, Florida, and Illinois more than offset by increases in 6 of the other 7 States in this survey. In Colorado no significant change is indicated. Most of the increase will occur in California where plants are expected to be up 2.3 million or 18 percent.

Sales for the 11 States during 1964 totaled 22.1 million bunches from 89.0 million plants. Florida was the leading producer with 9.4 million bunches, 43 percent of the total. California ranked second with 4.8 million bunches (22 percent); Pennsylvania third with 2.0 million bunches (9 percent); and Ohio fourth with 1.1 million bunches (5 percent). These four States accounted for approximately 80 percent of the sales. Total sales in 1964 for the 11 States were valued at \$15.9 million, with an average price of 72 cents per bunch. In these States 89 percent of the sales were wholesale.

The five States included in the survey for both 1963 and 1964 showed an 8-percent decline from 1963 in the value of sales. All of the decline occurred in Florida as the result of fewer bunches sold coupled with a lower average price. New York, Illinois, and Colorado also sold fewer flowers but the increase in price was more than off-setting. California was the only one of the five States to show an increase in the number of blooms sold (up 14 percent). This more than offset a price decline of 4 cents per bunch.

GLADIOLI

Growers of gladioli intend to reduce acreage 1 percent for 1965. Most of the 11 States expect relatively small changes in acreage although in North Carolina intentions are up 100 acres, in New York down 95 acres, and in California down 46 acres.

In 1964 growers sold 25.2 million dozen spikes from 11,917 acres. Florida ranked first with 16.2 million dozen spikes, 64 percent of the 11-State total, and California was second with 2.8 million dozen (11 percent). North Carolina was third with 2.2 million dozen (9 percent), and New Jersey was fourth with 1.6 million dozen (6 percent). The 1964 sales in the 11 States totaled \$14.5 million, with an average price of 58 cents per dozen. In these States 96 percent of the sales were wholesale.

The five States included in the survey for both 1963 and 1964 showed a 4-percent decline from 1963 in the value of sales. Only New York showed an increase, because of substantially higher prices. Illinois showed a small increase in price but that was more than offset by a decline in the number of spikes sold. In Florida, California, and Colorado prices average less than in 1963. Both Florida and California showed a slight increase in the number of spikes sold.

ROSES

Rose growers plan a one percent increase in the number of plants in production in 1965. Although decreases are indicated for New York, Illinois, and New Jersey, they are more than offset by increases in the other States in this survey. In 1964 growers sold 274 million blooms from 11.4 million plants, with California accounting for 86.6 million blooms or 32 percent of the 11-State total. The second most important State was Pennsylvania with 46.0 million blooms sold (17 percent of the total). Illinois ranked third with 33.3 million blooms (12 percent of the total); and New York was fourth with 30.5 million blooms (11 percent). The 1964 sales in the 11 States were valued at \$25.2 million wholesale, with an average price of 9.2 cents per bloom. In these States 98 percent of the sales were wholesale.

The five States included in the survey for both 1963 and 1964 showed a 6-percent increase over 1963 in the value of sales. This resulted primarily from an increase in price per bloom since the number of blooms sold was up less than one percent. In Illinois and Florida where fewer blooms were sold, the value of the crop was down. Although New York sold fewer blooms, the value of the crop was up because of a higher average price. California and Colorado showed an increase over 1963 in both the number of blooms sold and in the value of sales.

Table 1.--Carnations, Chrysanthemums, Gladioli and Roses:
Gross wholesale value of sales, 1963 and 1964
in selected States

State	Gross wholesale value of sales <u>1/</u>					
	Carnations		Chrysanthemums			
	1963	1964	Standard		Pompon	
	<u>1963</u>	<u>1964</u>	<u>1963</u>	<u>1964</u>	<u>1963</u>	<u>1964</u>
	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>
New York:						
Upstate	496	471	795	848	793	765
Long Island	1,078	899	480	543	404	535
Illinois	1,015	894	1,002	1,012	833	879
Florida	<u>2/</u>	<u>2/</u>	837	940	7,656	6,426
Colorado	7,187	7,357	78	84	162	167
California <u>4/</u>	9,156	9,428	5,975	5,480	2,200	2,311
5 States	<u>2/</u> 18,932	<u>2/</u> 19,049	9,167	8,907	12,048	11,083
Massachusetts <u>3/</u>	---	2,641	---	650	---	615
New Jersey <u>3/</u>	---	800	---	535	---	499
Pennsylvania <u>3/</u>	---	2,843	---	1,635	---	1,755
Ohio <u>3/</u>	---	1,457	---	2,597	---	1,057
Indiana <u>3/</u>	---	645	---	854	---	382
North Carolina <u>3/</u> ...	---	735	---	667	---	532
11 States <u>3/</u>	---	<u>2/</u> 28,170	---	15,845	---	15,923

State	Gross wholesale value of sales <u>1/</u>					
	Gladioli		Roses		Total (4 cut flowers)	
	1963	1964	1963	1964	1963	1964
	<u>1963</u>	<u>1964</u>	<u>1963</u>	<u>1964</u>	<u>1963</u>	<u>1964</u>
	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>
New York:						
Upstate	369	372	1,651	1,782	4,104	4,238
Long Island	12	15	1,326	1,383	3,300	3,375
Illinois	479	458	3,074	3,041	6,403	6,284
Florida	9,793	9,431	682	408	18,968	17,205
Colorado	14	10	255	367	7,696	7,985
California <u>4/</u>	1,803	1,747	5,875	6,627	25,009	25,593
5 States	12,470	12,033	12,863	13,608	65,480	64,680
Massachusetts <u>3/</u>	---	53	---	1,396	---	5,355
New Jersey <u>3/</u>	---	907	---	1,124	---	3,865
Pennsylvania <u>3/</u>	---	97	---	4,661	---	10,991
Ohio <u>3/</u>	---	175	---	1,168	---	6,454
Indiana <u>3/</u>	---	64	---	3,110	---	5,055
North Carolina <u>3/</u> ...	---	1,219	---	174	---	3,327
11 States <u>3/</u>	---	14,548	---	25,241	---	99,727

1/ Equivalent wholesale value of all sales. 2/ Florida not published to avoid disclosure of individual operations. 3/ Not available for 1963. 4/ California data for 1963 revised.

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1963 and 1964, and indicated plants in production, 1965, in selected States

State	Producers		Plants in production			
	1963	1964	1963	1964	Intended 1965	1965 as percent of 1964
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
New York:						
Upstate	190	173	821	839	857	102
Long Island	81	77	2,261	2,005	1,744	87
Illinois	157	159	1,711	1,561	1,424	91
Florida 1/	---	---	---	---	---	---
Colorado	142	147	8,187	8,584	9,194	107
California 4/	211	205	15,836	15,689	16,510	105
5 States 1/	781	761	28,816	28,678	29,729	104
Massachusetts 3/	---	160	---	4,854	4,789	99
New Jersey 3/	---	142	---	1,425	1,442	101
Pennsylvania 3/	---	333	---	4,396	4,395	100
Ohio 3/	---	268	---	2,026	2,102	104
Indiana 3/	---	102	---	758	692	91
North Carolina 3/ ...	---	37	---	949	1,037	109
11 States 1/3/	---	1,803	---	43,086	44,186	103

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1963	1964	1963	1964	1963	1964	1963	1964
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
New York:								
Upstate	6,356	6,235	66	63	7.8	7.6	496	471
Long Island	15,146	14,356	86	88	7.1	6.3	1,078	899
Illinois	15,141	13,676	86	86	6.7	6.5	1,015	894
Florida 1/	---	---	--	--	---	---	---	---
Colorado	95,349	99,136	97	99	7.5	7.4	7,187	7,357
California 4/	180,142	188,819	99	100	5.1	5.0	9,156	9,428
5 States 1/	312,134	322,222	96	98	6.2	5.9	18,932	19,049
Massachusetts 3/	---	34,860	--	90	---	7.6	---	2,641
New Jersey 3/	---	10,145	--	76	---	7.9	---	800
Pennsylvania 3/	---	35,450	--	85	---	8.0	---	2,843
Ohio 3/	---	16,148	--	80	---	9.0	---	1,457
Indiana 3/	---	6,621	--	76	---	9.7	---	645
North Carolina 3/ ...	---	7,902	--	92	---	9.3	---	735
11 States 1/3/	---	433,348	--	95	---	6.5	---	28,170

1/ Florida not published to avoid disclosure of individual operation. 2/ Equivalent wholesale value for all sales. 3/ Not available for 1963. 4/ California data for 1963 revised.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1963 and 1964, and indicated plants in production, 1965, in selected States

State	Producers		Plants in production			
	1963	1964	1963	1964	Intended 1965	1965 as percent of 1964
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
New York:						
Upstate	301	295	2,918	2,815	2,839	101
Long Island	100	96	1,243	1,294	1,640	127
Illinois	229	230	4,344	4,530	4,410	97
Florida	23	23	4,644	7,383	7,511	102
Colorado	22	20	219	256	267	104
California 3/	189	166	36,038	32,538	35,136	108
5 States	864	830	49,406	48,816	51,803	106
Massachusetts 2/	---	191	---	2,814	2,919	104
New Jersey 2/	---	205	---	1,815	1,828	101
Pennsylvania 2/	---	433	---	5,976	5,502	92
Ohio 2/	---	382	---	10,712	11,348	106
Indiana 2/	---	176	---	2,944	3,144	107
North Carolina 2/ ...	---	65	---	2,545	2,935	115
11 States 2/	---	2,282	---	75,622	79,479	105

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1963	1964	1963	1964	1963	1964	1963	1964
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
New York:								
Upstate	3,475	3,686	74	76	22.9	23.0	795	848
Long Island	2,192	2,411	89	89	21.9	22.5	480	543
Illinois	4,620	4,614	79	77	21.7	21.9	1,002	1,012
Florida	5,100	6,649	96	85	16.4	14.1	837	940
Colorado	335	345	63	72	23.4	24.4	78	84
California 3/	52,747	46,395	99	98	11.3	11.8	5,975	5,480
5 States	68,469	64,100	95	93	13.4	13.9	9,167	8,907
Massachusetts 2/	---	3,205	--	87	----	20.3	---	650
New Jersey 2/	---	2,897	--	73	----	18.5	---	535
Pennsylvania 2/	---	7,614	--	71	----	21.5	---	1,635
Ohio 2/	---	12,114	--	87	----	21.4	---	2,597
Indiana 2/	---	3,266	--	74	----	26.2	---	854
North Carolina 2/ ...	---	3,780	--	86	----	17.7	---	667
11 States 2/	---	96,976	--	89	----	16.3	---	15,845

1/ Equivalent wholesale value for all sales. 2/ Not available for 1963. 3/ California data for 1963 revised.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1963 and 1964, and indicated plants in production, 1965, in selected States

State	Producers		Plants in production			
	1963	1964	1963	1964	Intended 1965	1965 as percent of 1964
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
New York:						
Upstate	319	303	2,784	2,874	2,810	98
Long Island	115	108	1,730	1,742	1,688	97
Illinois	235	234	4,303	4,031	3,980	99
Florida	46	43	46,040	48,750	47,638	98
Colorado	26	27	550	621	619	100
California 2/	186	176	13,482	12,719	14,993	118
5 States	927	891	68,889	70,737	71,728	101
Massachusetts 3/	---	236	---	2,160	2,239	104
New Jersey 3/	---	197	---	1,955	1,933	99
Pennsylvania 3/	---	426	---	5,647	5,745	102
Ohio 3/	---	363	---	4,225	4,932	117
Indiana 3/	---	170	---	1,271	1,357	107
North Carolina 3/ ...	---	57	---	3,013	3,161	105
11 States 3/	---	2,340	---	89,008	91,095	102

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1963	1964	1963	1964	1963	1964	1963	1964
	<u>1,000 bunches</u>	<u>1,000 bunches</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
New York:								
Upstate	869	782	64	63	0.91	0.98	793	765
Long Island	605	648	84	83	.67	.83	404	535
Illinois	918	891	74	72	.91	.99	833	879
Florida	10,407	9,425	97	95	.74	.68	7,656	6,426
Colorado	134	127	82	82	1.21	1.32	162	167
California 2/	4,204	4,789	98	99	.52	.48	2,200	2,311
5 States	17,137	16,662	94	93	.70	.67	12,048	11,083
Massachusetts 3/	---	586	--	66	----	1.05	---	615
New Jersey 3/	---	565	--	75	----	.88	---	499
Pennsylvania 3/	---	2,027	--	78	----	.87	---	1,755
Ohio 3/	---	1,143	--	81	----	.92	---	1,057
Indiana 3/	---	363	--	71	----	1.05	---	382
North Carolina 3/ ...	---	738	--	96	----	.72	---	532
11 States 3/	---	22,084	--	89	----	.72	---	15,923

1/ Equivalent wholesale value for all sales. 2/ California data for 1963 revised. 3/ Not available for 1963.

Table 5.--Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1963 and 1964, and indicated acres in production, 1965, in selected States

State	Producers		Acres in production			
	1963	1964	1963	1964	Intended 1965	1965 as percent of 1964
	<u>Number</u>	<u>Number</u>	<u>Acres</u>	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>
New York:						
Upstate	83	65	579	540	445	82
Long Island	24	18	20	10	10	100
Illinois	65	61	1,089	1,036	1,025	99
Florida	29	27	7,770	7,535	7,510	100
Colorado	10	8	19	12	16	128
California <u>2/</u>	50	37	796	734	688	94
5 States	261	216	10,273	9,867	9,694	98
Massachusetts <u>3/</u>	---	35	---	54	55	102
New Jersey <u>3/</u>	---	52	---	630	622	99
Pennsylvania <u>3/</u>	---	80	---	119	124	105
Ohio <u>3/</u>	---	44	---	165	173	105
Indiana <u>3/</u>	---	25	---	144	127	88
North Carolina <u>3/</u> ...	---	35	---	938	1,038	111
11 States <u>3/</u>	---	487	---	11,917	11,833	99

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale <u>1/</u>	
	1963	1964	1963	1964	1963	1964	1963	1964
	<u>1,000 dozen</u>	<u>1,000 dozen</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
New York:								
Upstate	932	629	95	86	0.40	0.59	369	372
Long Island	33	32	49	62	.35	.46	12	15
Illinois	1,189	1,094	99	98	.40	.42	479	458
Florida	16,004	16,157	95	95	.61	.58	9,793	9,431
Colorado	17	14	88	88	.82	.71	14	10
California <u>2/</u>	2,823	2,831	100	99	.64	.62	1,803	1,747
5 States	20,998	20,757	96	95	.59	.58	12,470	12,033
Massachusetts <u>3/</u>	---	63	---	84	----	0.85	---	53
New Jersey <u>3/</u>	---	1,621	---	99	----	.56	---	907
Pennsylvania <u>3/</u>	---	132	---	82	----	.74	---	97
Ohio <u>3/</u>	---	269	---	93	----	.65	---	175
Indiana <u>3/</u>	---	115	---	90	----	.56	---	64
North Carolina <u>3/</u> ...	---	2,232	---	97	----	.55	---	1,219
11 States <u>3/</u>	---	25,189	---	96	----	.58	---	14,548

1/ Equivalent wholesale value for all sales. 2/ California data for 1963 revised. 3/ Not available for 1963.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1963 and 1964, and indicated plants in production, 1965, in selected States

State	Producers		Plants in production			
	1963	1964	1963	1964	Intended 1965	1965 as percent of 1964
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
New York:						
Upstate	23	20	789	799	797	100
Long Island	12	12	686	701	696	99
Illinois	29	26	1,538	1,378	1,364	99
Florida	16	13	450	248	260	105
Colorado	13	13	124	140	140	100
California <u>2/</u>	45	43	3,452	3,586	3,656	102
5 States	138	127	7,039	6,852	6,913	101
Massachusetts <u>3/</u>	---	14	---	462	486	105
New Jersey <u>3/</u>	---	15	---	506	475	94
Pennsylvania <u>3/</u>	---	39	---	1,745	1,770	101
Ohio <u>3/</u>	---	24	---	490	490	100
Indiana <u>3/</u>	---	28	---	1,267	1,270	100
North Carolina <u>3/</u> ...	---	10	---	58	60	103
11 States <u>3/</u>	---	257	---	11,380	11,464	101

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale <u>1/</u>	
	1963	1964	1963	1964	1963	1964	1963	1964
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
New York:								
Upstate	16,576	17,292	99	99	10.0	10.3	1,651	1,782
Long Island	14,533	13,221	99	99	9.1	10.5	1,326	1,383
Illinois	34,321	33,262	97	98	9.0	9.1	3,074	3,041
Florida	12,361	7,867	95	95	5.5	5.2	682	408
Colorado	2,180	3,582	91	95	11.7	10.2	255	367
California <u>2/</u>	80,825	86,603	99	99	7.3	7.7	5,875	6,627
5 States	160,796	161,827	98	99	8.0	8.4	12,863	13,608
Massachusetts <u>3/</u>	---	13,961	--	99	----	10.0	---	1,396
New Jersey <u>3/</u>	---	13,101	--	96	----	8.6	---	1,124
Pennsylvania <u>3/</u>	---	45,993	--	98	----	10.1	---	4,661
Ohio <u>3/</u>	---	10,733	--	94	----	10.9	---	1,168
Indiana <u>3/</u>	---	26,970	--	97	----	11.5	---	3,110
North Carolina <u>3/</u> ...	---	1,508	--	73	----	11.5	---	174
11 States <u>3/</u>	---	274,093	--	98	----	9.2	---	25,241

1/ Equivalent wholesale value for all sales. 2/ California data for 1963 revised. 3/ Not available for 1963.

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